

EXHIBIT 68

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Brand Protection Report

Amazon strives to be Earth's most customer-centric company, where people can find and discover the widest possible selection of authentic goods. Today, we and our millions of selling partners—the vast majority of which are small and medium-sized businesses—serve hundreds of millions of customers worldwide.

We are proud to help these small businesses thrive and create hundreds of thousands of new jobs in their local communities. We work hard to earn and maintain customer trust, and strictly prohibit the sale of counterfeit products. We constantly invest to detect and prevent counterfeit products from reaching our customers.

Read our full report to learn more about our latest innovations.

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Our latest innovations

Enhancing robust proactive controls

We made it even harder for a bad actor to register a selling account. A key part of our account verification process that helped make this possible is our in-person verification program, which requires prospective sellers to have one-on-one conversations with one of our team members to verify their identity and documentation. This process is further enhanced through verification of the seller's physical location and payment instruments.

We also leverage machine learning models that use hundreds of data points about the prospective account to detect risk, including relations to previously referred bad actors.

Developing powerful tools for brands

Amazon Patent Evaluation Express (APEX) was officially launched as a feature within Brand Registry's Report a Violator tool, enabling brands to request evaluations for disputes of utility patents through the tool and track the dispute process. Because of the technical complexity of many utility patents, it can be challenging for inventors to prove to infringing based on visual cues alone and determining an engine register in both technology and patent law. That is why the APEX process brings in a neutral third party expert evaluator to determine if a product is infringing. These layers are not associated with Amazon, and Amazon is not involved in the determination of infringement.

Holding counterfeiters accountable

Amazon launched a [Strategy for public and private sector partnerships to stop counterfeiters](#), where we share three primary opportunities for increased collaboration, including:

- Exchanging information about counterfeit activity to help stop counterfeiters at the border
- Sharing information about blocked counterfeiters to help stop more counterfeiters earlier
- Increasing measures for law enforcement to prosecute counterfeiters

The blueprint prompted a dialogue among Amazon and policymakers about industry and government cooperation, information sharing on counterfeiting criminal networks, and the attempted importation of counterfeit products.

The global impact of Brand Protection

Brand Registry launched in 2017 and has expanded globally into the United States, Australia, Brazil, Canada, Egypt, France, Germany, India, Italy, Japan, Mexico, the Netherlands, Poland, Saudi Arabia, Singapore, Spain, Sweden, Turkey, the United Arab Emirates, and the United Kingdom. Amazon continuously invests and expand to new markets to better serve our brands. In 2021, we hit a number of milestones due in part to the over \$900 million invested and the over 12,000 Amazon employees that help protect our stores across the world.



Cross-industry partnerships to stop counterfeiters

Amazon works directly with brands and in partnership with leading industry associations to get feedback that allows us to continue to improve our programs, share our best practices to help others for more successful, identify trends, pilot new capabilities, and ultimately better protect customers and brands.



In 2021, we have memoranda of understandings with:

- Confederation of Indian Industry (CII)
- Confédération Made
- Federation of Indian Chambers of Commerce and Industry (FICCI)
- German Anti-Counterfeiting Association (APMG)
- Importing Logistics Coalition (ILC)
- Indian Beauty & Cosmetics Association
- International Anti-Counterfeiting Coalition (IACC)
- Italian Anti-Counterfeiting Association (INDEKAP)
- Michigan State University's Center for Anti-Counterfeiting and Product Protection (A-CAPP)
- Amazon is a Signatory of the 2018 Memorandum of Understanding on the sale of counterfeit products between Digital, Design and Online Marketplaces led by the European Commission (DSG-GAPM)

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SUCCESS STORIES

What brands are saying

Things are different with the Amazon Patent Evaluation Express. It is a simple and affordable process with a clear end point that has been effective in enforcing our patent. APEX is a game changer for small businesses.

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Enroll your brand today

Get started with Brand Registry

Learn about the eligibility requirements and how you can begin enrollment.

[Get started](#)

Start	Learn	Brand Registry	Transparency	Project Zero	IP Accelerator	Operational Crisis Desk
Protect your brand	Case studies	FAQ	FAQ	FAQ	FAQ	FAQ
Grow your brand	Video	Sign in	Sign in	Sign in	Contact us	Contact us
	FAQ	Get started	Get started	Get started	Get started	Get started

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